Google
Analytics Help

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Google Analytics Installation Guide

The Google Analytics Installation Guide is intended to allow you to quickly set up and configure a successful set of reports for a profile. If you need more detailed information on any topic, please search our Help Center.

Step 1 - Create a Google Analytics account   Back to Top

Note to AdWords users: Google Analytics is able to import and track cost data from Google AdWords if your AdWords and Analytics accounts are linked. Please log in to your AdWords account and follow the instructions on the Google Analytics page from within your **Reporting** tab.

To create an Analytics account:

1. Visit http://www.google.com/analytics.
2. Enter your Google Account email and password and click **Sign In**. If you don't have a Google Account, click **Sign up now** to create one.
3. Click **Sign Up**.
4. Enter your **Website's URL**, making sure to select either `http://` or `https://` from the drop-down list. Enter a nickname for this account in the **Account Name** field, then click **Continue**.
5. Enter your contact information and click **Continue**.
6. Read the Google Analytics Terms of Service. If you agree to these terms, select the **Yes** checkbox and click **Create New Account** to continue.

The **Tracking Instructions** page that appears contains the tracking code that you'll need to paste into each page of your site. We recommend completing some additional steps before pasting this code, however, to ensure that the data you collect is relevant. If you'd prefer to install the tracking code right away, please skip to Step 4 for instructions.

Otherwise, click **Continue** on the **Tracking Instructions** page to access your new account.

Step 2 - Configure your profile   Back to Top

It's important to configure your profile in order to get the most out of your reports. To access your profile settings:

1. In the **Website Profiles** table, find the profile to edit.
2. Click **Edit**. The Profile Settings page appears.
3. Click **Edit** on the Main Website Profile Information table.

Default page
Setting this to the default (or index) page of your site allows Google Analytics to reconcile log entries for **www.example.com** and **www.example.com/index.html**, for example. These are in fact the same page, but are reported as two distinct pages until the Default Page setting has been configured.

Exclude URL Query Parameters
Does your site use dynamic session or user identifiers? You can tell Analytics to ignore these variables and not count them as unique pages. Enter any query parameters to exclude, separated with commas.

E-Commerce Website
To enable e-commerce reporting and the E-Commerce Analysis report set, select **Yes**. More information on e-commerce reporting is available in <u>Step 10</u>.

Step 3 - Edit the tracking code for custom website setups [Back to Top](#)

The tracking code that is provided to you is designed to work with most site setups. However, there are a few scenarios that require small updates to the tracking code on each of your pages. If any of the following apply to you, follow the instructions to update your code before adding it to your pages.

Learn how to:

1. <u>Track multiple domains in one profile</u> (eg. a main site as well as a secure store site)
2. <u>Track more than one subdomain in one profile</u>
3. <u>Track multiple domain aliases</u>

Step 4 - Add the tracking code to your pages [Back to Top](#)

Add the tracking code to your pages

Google Analytics only tracks pages that contain the Google Analytics tracking code. You'll need to add this code to each page of your site, either manually or through the use of includes or other methods.

To access your tracking code:

1. Sign in to Google Analytics.
2. From the **Analytics Settings** page, find the profile for which you would like to retrieve the tracking code. Please note that tracking code is profile-specific.
3. From that profile's **Settings** column, click **Edit**.
4. At the top right of the Main Website Profile Information box, click **Check Status**.
5. Your tracking code can be copied and pasted from the text box in the Instructions for adding tracking section.

> **BEFORE YOU BEGIN**: If you're already tracking your website using an older tracking snippet, first remove the older snippet. You can use a text or HTML editor on the file that contains the snippet and save it if you have customizations you want to add back in later. (**Looking for the traditional snippet**? <u>See this article</u>.)

Here's how to add the asynchronous snippet to your site:

1. **Find the asynchronous snippet for your profile**
   The tracking code is profile-specific, so you can only access it from the **Profile Settings** screen for that profile. Go to **Analytics Settings** and click "Edit" next to the profile used for your site. In the **Profile Settings** page, click the "Check Status" link. You'll see something similar to the code snippet below, where $XXXXX-YY$ indicates the profile ID for your Analytics account.

   ```
   <script type="text/javascript">

     var _gaq = _gaq || [];
     _gaq.push(['_setAccount', 'UA-XXXXX-X']);
     _gaq.push(['_trackPageview']);

     (function() {
       var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
       ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
       var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
     })();

   </script>
   ```

2. **Copy and place the code snippet**
   Once you find the code snippet, copy and paste it into your web page, **just before the closing** `</head>` tag[*]. If your website uses templates to generate pages, enter it just before the closing `</head>` tag in the file that contains the `<head>` section. (Most websites re-use one file for common content, so it's likely that you won't have to place the code snippet on every single page of your website.)

   > For the best performance across all browsers we suggest you position other scripts in your site in one of these ways:
   >   ○ before the tracking code snippet in the <head> section of your HTML
   >   ○ after both the tracking code snippet and all page content (e.g. at the bottom of the HTML body)

3. **Verify and customize**

   Verify that your tracking code contains the correct web property ID for your profile (it should if you copied it from the **Profile Settings** screen). Double-check that the tracking snippet installed on your website matches the code shown in the profile. For more details on verifying your setup, see Verify your setup.

   Add any customizations back in using the asynchronous syntax. The Usage Guide and Migration Examples (English only) on Google Code provide many examples of customizations with asynchronous tracking.

* One of the main advantages of the asynchronous snippet is that you can position it at the top of the HTML document. This increases the likelihood that the tracking beacon will be sent before the user leaves the page. It is customary to place JavaScript code in the `<head>` section, and we recommend placing the snippet at the bottom of the `<head>` section for best performance.

Step 5 - Link with your AdWords account   Back to Top

For AdWords advertisers, Google Analytics can currently import cost data from AdWords campaigns. To link your AdWords and Analytics accounts, sign in to your AdWords account and follow the steps provided on the Google Analytics page from within the **Reporting** tab.

Step 6 - Create goals and funnels   Back to Top

If your website is designed to drive visitors to a particular page, such as a purchase or email signup page, you can track the number of successful conversions using goals and funnels in Google Analytics.

- A *goal* is a website page a visitor reaches once she or he has made a purchase or completed another desired action, such as a registration or download.
- A *funnel* represents the path that you expect visitors to take in order to reach the goal. Defining these pages allows you to see how frequently visitors abandon goals (and where they go instead) and the value of the goal.

Each profile can have up to 4 goals, with a defined funnel for each. To set up goals and funnels:

Enter Goal Information:

1. From the **Analytics Settings** page, find the profile for which you will be creating goals and click **Edit**.
2. Select one of the 4 goal slots available for that profile and click **Edit**.
3. Enter the **Goal URL**. Reaching this page marks a successful conversion. For example, a registration confirmation page, a checkout complete page, or a thank you page.
4. Enter the **Goal name** as it should appear in your Google Analytics account.
5. Turn the goal **On** or **Off**. This selection decides whether Google Analytics should track this conversion goal at this time. Generally, you'll want to set the **Active Goal** selection to **On**.

Then, **Define a funnel** by following these steps:

1. Enter the **URL** of the first page of your conversion funnel. This page should be a page that is common to all users working their way towards your Goal. For example, if you are tracking user flow through your checkout pages, do not include a product page as a step in your funnel.
2. Enter a **Name** for this step.
3. If this step is a **Required step** in the conversion process, select the checkbox to the right of the step. If this checkbox is selected, users reaching your goal page without travelling through this funnel page will not be counted as conversions.
4. Continue entering goal steps until your funnel has been completely defined. You may enter up to 10 steps, or as few as a single step.

Finally, configure **Additional settings** by following the steps below:

1. If the URLs entered above are **Case sensitive**, select the checkbox.
2. Enter a **Goal value**. This is the value used in Google Analytics' ROI calculations, and can be either a set value for the page, or a dynamic value pulled from your e-commerce receipt page. If the former, enter the amount in the field; if the latter, leave this field blank and refer to How do I track e-commerce transactions?
3. Click **Save Changes** to create this Goal and funnel, or **Cancel** to exit without saving.

Please see the following articles for more information on setting up goals:

- How do I differentiate my goal and funnel steps if my URLs are dynamically generated?
- How do I differentiate my goals and funnels if my site URLs are identical?
- How do I track a goal that is an outbound link?
- How do I track a goal that is a download (eg. PDFs, AVIs, or WMVs)?

Step 7 - Tag your advertising campaigns   Back to Top

Note to AdWords users: If you'll only be tracking AdWords campaigns, **you may skip this step**. Once you've linked your AdWords and Analytics accounts, AdWords keywords are automatically tagged with the required tracking variables.

Tagging your online ads is an important prerequisite to allowing Google Analytics to show you which marketing activities are really paying off. *Tagging* involves inserting and defining specific variables into the links that lead to your website.

Generally speaking, you need to tag all of your paid keyword links, your banners and other ads, and the links inside your promotional email messages, *except* those in Google AdWords, which are automatically tagged. Fortunately, the tagging process goes smoothly once you understand how to differentiate your campaigns. In addition, the URL Builder tool makes it easy to tag your links.

For a full explanation of tagging your links, please read How do I tag my links? If you'd like to get started quickly, refer to the table below.

Variable	Name	Description
utm_source	Source	Every referral to a web site has an origin, or *source* . Examples of sources are the Google search engine, the AOL search engine, the name of a newsletter, or the name of a referring web site.
utm_medium	Medium	The *medium* helps to qualify the source; together, the source and medium provide specific information about the origin of a referral. For example, in the case of a Google search engine source, the medium might be "cost-per-click", indicating a sponsored link for which the advertiser paid, or "organic", indicating a link in the unpaid search engine results. In the case of a newsletter source, examples of medium include "email" and "print".
utm_term	Term	The *term* or *keyword* is the word or phrase that a user types into a search engine.
utm_content	Content	The *content* dimension describes the version of an advertisement on which a visitor clicked. It is used in content-targeted advertising and Content (A/B) Testing to determine which version of an advertisement is most effective at attracting profitable leads.
utm_campaign	Campaign	The *campaign* dimension differentiates product promotions such as "Spring Ski Sale" or slogan campaigns such as "Get Fit For Summer".

An example URL:

```
http://www.examplesite.com/?utm_source=google&utm_medium=ppc &utm_term=exampleword
&utm_content=campaign1 &utm_campaign=exampleproduct
```

Step 8 - Creating Filters   Back to Top

A filter is used to include, exclude, or change the representation of certain information in a report.

Filters aren't required, but using them will help you define what data you see and how you see it. Since filters affect the way data is displayed in your reports, it is important to get them set up as soon as possible. Filters added after your account begins collecting data will not affect your old data.

You'll want to create filters if:

- you want to see reports for a certain subdomain or subdirectory only
- you'd like to exclude traffic from certain people or places
- your dynamic parameters would be more easily readable as descriptive text strings

There are a number of other reasons that you may want filters, but if none of these apply to you, you can safely skip ahead to the next step.

A filter consists of:

- The **name** of the filter
- The **type** of filter you would like to implement
- The **filter field** that is affected. More information about these fields is available from our Help Center: What information do the filter fields represent?
- The **filter pattern** is the string that will be matched against the filter field. This field uses regular expressions, a special syntax that uses wildcards and text strings for matching. Please read What are regular expressions? for instructions and tips.

To create a filter:

1. Click the **Filter Manager** link from the **Analytics Settings** page.
2. Click **Add Filter**.

Filter Types

Analytics provides three predefined filters, useful for common tasks, as well as a number of custom filters.

Predefined filters:

1. **Exclude all clicks from a domain (hostname):** use this filter to exclude clicks that originate from a specific network, such as your internal work network.
2. **Exclude all clicks from an IP address:** this filter works to exclude clicks from certain sources. You can enter a single IP address, or a range of addresses
3. **Include only traffic from a subdirectory:** use this filter if you want a profile to report only on a particular subdirectory (such as **www.example.com/motorcycles**)

Custom filters:

- **Exclude Pattern:** This type of filter excludes log file lines (hits) that match the Filter Pattern. Matching lines are ignored in their entirety; for example, a filter that excludes Netscape will also exclude all other information in that log line, such as visitor, path, referral, and domain information.
- **Include Pattern:** This type of filter includes log file lines (hits) that match the Filter Pattern. All non-matching hits will be ignored and any data in non-matching hits is unavailable to the Urchin reports.
- **Search & Replace:** This is a simple filter that can be used to search for a pattern within a field and replace the found pattern with an alternate form.
- **Lookup Table:** Selecting this filter allows you to select a lookup table name which may be used to map codes to human intelligible labels. For example, the phone models table maps abbreviated phone platform identifiers to the model and manufacturer names for phone based web browsers.
- **Advanced:** This type of filter allows you to build a field from one or two other fields. The filtering engine will apply the expressions in the two Extract fields to the specified fields and then construct a field using the Constructor expression. Read the Advanced Filters article for more information.
- **Uppercase / Lowercase**: Converts the contents of the field into all uppercase or all lowercase characters. These filters only affect letters, and will not affect characters or numbers.

Common uses

Report traffic to a subdomain only - If you have your tracking code on your entire domain, but would like to view reports about a particular subdomain on their own, you can create a filter to include only traffic to your subdomain.

Filter Type: Custom filter > Include
Filter Field: Hostname
Filter Pattern: subdomain\.example\.com
Case Sensitive: No

This will exclude all traffic that is not on the domain **subdomain.example.com**.

Exclude internal IP addresses - If you'd like to exclude traffic from internal IP addresses, so that your own visits and those of your employees don't show up in your reports, enter your IP address in the filter below. You can also filter out a range of addresses, as in the second example. Remember to use regular expressions in the IP Address field.

Filter Type: Exclude all traffic from an IP address
IP Address: 99\.999\.999\.9

Or, to filter a range of **192.168.1.1** to **192.168.125:**

Filter Type: Exclude all traffic from an IP address
IP Address: ^192\.168\.1\.([1-9]|[1-9][0-9]|1[01][0-9]|12[0-5])$

Step 9 - Grant access to other users   Back to Top

Google Analytics provides the ability to add any number of users to your account, and to grant varying levels of access to your reports..

Granting profile access

To allow access to another user, follow the instructions below. Please note that additional users will need to create a free Google Account in order to be granted access.

1. Click **Access Manager**.
2. Click **Add**.
3. Enter the user's email address, last name, and first name.
4. Select the **Access type** for this user: **View reports only**, or **Account Administrator**, which allows the user to edit account settings.
5. If you selected **View reports only**, select the profiles to which this user should have access (note that Account Admins have access to all profiles). Reports for profiles that are not selected will not be available to this user.
6. Click **Add** to move these profiles into the *Selected Website Profiles* list.
7. Click **Finish** to create the new user.

Step 10 - Enable e-commerce transaction tracking   Back to Top

In a nutshell

To track ecommerce transactions on your website, you will need to do two things:

- Enable ecommerce for your reports
- Configure your shopping cart to send the ecommerce data to Google Analytics

(If you're looking for information on tracking visitor movement through your Checkout pages, please read How do I use Google Analytics to track a 3rd-party shopping cart?)

Enabling E-Commerce for your reports

The first step of tracking e-commerce transactions is to enable e-commerce reporting for your website's profile:

1. Sign in to your account.
2. Click Edit next to the profile you'd like to enable.
3. On the **Profile Settings** page, click **Edit** next to Main Website Profile Information.
4. Change the E-Commerce Website radio button from *No* to *Yes*.

Configuring your shopping cart

After you have enabled ecommerce for your website's profile, you'll need to ensure that your shopping cart's receipt page sends the ecommerce tracking data to Google Analytics. This involves adding customized tracking code to your shopping cart pages, and can be done in a variety of ways, such as using a server-side include, a module that comes with your content system, or it can simply be hand-coded into your HTML code.

Please see the Ecommerce Tracking document on Google Code for complete details on using ecommerce tracking, including a complete example.

More information

Tracking transactions across domains and subdomains - If you are tracking transactions that occur on a different domain or subdomain than your main site, read How do I use Google Analytics to track a 3rd-party shopping cart? for instructions on updating your tracking code.

3rd party shopping cart compatability - Google Analytics uses 1st party cookie technology to track visitors and generate reports. 1st party cookies require that the JavaScript code be called from each web page to avoid breaching the security settings in your visitors' web browsers. If you can edit the source code of your shopping cart site and add the Google Analytics tracking code, you'll be able to use it with Google Analytics.

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